



# GUSSOW 2026

## CRACKING THE CRETACEOUS CODE

October 13-15 | Banff, AB

# SPONSORSHIP OPPORTUNITIES



[www.gussow.ca](http://www.gussow.ca)

# ABOUT GUSSOW



## *Gussow 2026 - Cracking the Cretaceous Code: Unlocking the Strata of the Western Canada Sedimentary Basin*

Gussow 2026 brings geoscientists together to explore the Cretaceous, one of the most prolific and economically significant intervals of the Western Canada Sedimentary Basin. This focused, single-track technical conference highlights current research, emerging interpretations, and practical insights shaping exploration and development across Cretaceous systems.

Spanning marginal marine to nonmarine depositional environments, the Cretaceous hosts many of the basin's most important reservoirs. Gussow 2026 emphasizes an integrated, reservoir-scale understanding of these systems, drawing on stratigraphy, sedimentology, basin structure, and subsurface data to better inform exploration strategies and development outcomes.

Unlike conferences that prioritize breadth, Gussow delivers depth. Its single-track format ensures a shared experience where every attendee engages with the same technical content, fostering meaningful discussion, collaboration, and knowledge exchange across disciplines.

Gussow 2026 will provide attendees with exceptional opportunities to learn from and connect with a like-minded community of geoscientists from industry, academia, and government, all set within the inspiring backdrop of Banff National Park.

## CONFERENCE ORGANIZER



# CEGA

Since 1927, the Canadian Energy Geoscience Association (CEGA), formerly known as the CSPG, has been a member-based association committed to fostering geoscientists' professional development throughout their careers. The primary mission of the Association is to advance the professions of the energy geosciences – as it applies to geology; foster the scientific, technical learning and professional development of its members; and promote the awareness of the profession to industry and the public. Visit [www.cegageos.ca](http://www.cegageos.ca) for more information.

# WHY SPONSOR?



## Champion Geoscience Excellence & Industry Collaboration

Show your commitment to advancing geoscience and supporting professionals shaping the future of the Western Canada Sedimentary Basin. Gussow sponsorship aligns your organization with technical excellence and industry leadership.

## Targeted Visibility: Connect with Basin-Focused Geoscientists

Position your brand in front of a highly engaged audience from industry, academia, and government. Gussow's single-track format ensures consistent visibility and meaningful interaction with every attendee

## Strategic Insight: Engage with Cretaceous-Focused Expertise

Connect your organization to leading discussions on Cretaceous stratigraphy, depositional systems, and reservoir characterization influencing exploration and development across the WCSB.

## Build Relationships in a High-Impact, Intimate Setting

Gussow's intimate format encourages genuine connections through shared sessions, discussions, and social events, where collaboration and partnerships naturally develop.

## Early Brand Exposure: Lead the Conversation Before the Event

Secure early visibility through conference promotions and communications leading up to October 2026, positioning your organization as a key supporter of this premier technical conference.



# SPONSORSHIP OPPORTUNITIES



TITLE SPONSOR - \$10,000  
1 AVAILABLE

The Gussow Conference is a uniquely focused, single-track event with abundant opportunities to learn from and interact with a community of individuals from academia, industry and government, all with shared interests and concerns.

What you will receive:

- Title of "Gussow Conference Title Sponsor"
- The conference header will incorporate the company logo, this header will be included in Gussow marketing depending on space availability such as:
  - Conference website landing page
  - Reservoir magazine advertisements about the conference
  - Gussow conference event slides
  - Program book
  - Other locations as per CEGA's discretion
- Recognition in four (4) social media posts on CEGA's social media accounts
  - Instagram, or LinkedIn – posts will be at CEGA's discretion
- One (1) promotional ad (2" x 2") in one (1) e-newsletter (issue of newsletter will be at CEGA's discretion)
- One (1) full page ad in the digital Reservoir Magazine (issue of magazine will be at CEGA's discretion)
- Company logo displayed on the Gussow Conference website
- Company logo on introductory event slides (displayed at the beginning of each day)
- Company logo on main conference signage
- Verbal thank you at the beginning of the conference during the welcome speech
- Standard 150-word company description and logo in the program book
- One (1) full page ad in the event printed program book
- Opportunity to submit a pre-recorded video ad (1-2 minutes) which will be embedded on the conference webpage
- Three (3) complimentary registrations to attend the full conference
- Two (2) additional registrations to attend the conference at a 25% discount
- Twenty (20) additional drink tickets for both networking events (Tuesday & Wednesday)
- Opportunity to provide company branded lanyards (provided by sponsor)



## NETWORKING RECEPTION SPONSOR - \$3,000

### 2 AVAILABLE

Networking receptions will be hosted at the Banff Park Lodge immediately following the last session on day 1 and day 2.

What you will receive:

- Company logo displayed on the Gussow conference website
- Recognition in two (2) social media posts on CEGA's accounts
  - Instagram, or LinkedIn – posts will be at CEGA's discretion
- Company logo on main conference signage
- Company logo on introductory event slides (displayed at the beginning of each day)
- Company logo on program book sponsor page
- Exclusive branding (logo) on networking reception signage
- Verbal thank you at the beginning of the conference during the welcome speech as well as at the beginning of the networking reception
- Opportunity to place one pop-up banner at the registration area during the networking reception (provided by sponsor)
- Opportunity to place one pop-up banner at the food station during the networking reception (provided by sponsor)
- One (1) complimentary registration to attend the full conference
- Two (2) complimentary registrations to attend the networking reception only
- Twenty (20) additional drink tickets for the sponsored networking reception



## PROGRAM BOOK SPONSOR - \$3,000

### 1 AVAILABLE

The program book provides an introduction to the conference, an overview of the presentations and other important information to delegates.

What you will receive:

- Company logo displayed on the Gussow conference website
- Recognition in one (1) social media post on CEGA's accounts
  - Instagram, or LinkedIn – posts will be at CEGA's discretion
- Company logo on main conference signage
- Company logo on program book sponsor page
- Company logo on introductory event slides (displayed at the beginning of each day)
- Verbal thank you at the beginning of the conference during the welcome speech
- One (1) complimentary registration to attend the full conference
- Two (2) registrations to attend the full conference at a 25% discount



## TECHNICAL SESSION SPONSOR - \$2,500

### 5 AVAILABLE

Gussow 2026 will be organized into five sessions, with approximately three hours of technical content each. Session descriptions can be found on the Gussow website.

What you will receive:

- Company logo displayed on the Gussow conference website
- Company logo on main conference signage
- Company logo on program book sponsor page
- Company logo on introductory event slides (displayed at the beginning of each day)
- Exclusive branding (logo) on 1 slide which will be displayed before the sponsored session
- Verbal thank you at the beginning of the conference during the welcome speech as well as the beginning of the sponsored session
- One (1) complimentary registration to attend the full conference



## DAILY COFFEE BREAK SPONSOR - \$1,500

### 3 AVAILABLE

What you will receive:

- Company logo displayed on the Gussow conference website
- Company logo on main conference signage
- Company logo on program book sponsor page
- Company logo on introductory event slides (displayed at the beginning of each day)
- Verbal thank you at the beginning of the conference during the welcome speech
- One (1) registration to attend the full conference at a 25% discount



## STUDENT/RECENT GRADUATE REGISTRATION SPONSOR - \$1,000

### 2 AVAILABLE

What you will receive:

- Company logo displayed on the Gussow conference website
- Company logo displayed in the program book sponsor page
- Company logo on introductory event slides (displayed at the beginning of each day)
- Company logo on main conference signage
- One targeted email with your company's description and information (up to 350 words) to CEGA student members-(350 words to be provided by company and subject to approval by the CEGA's communication department)
- Verbal thank you at the beginning of the conference during the welcome speech
- Two (2) registrations to attend the full conference at a 25% discount



## EXHIBITOR BOOTH - \$2,500 2 AVAILABLE

Exhibitor booths will be in the poster presentation room and will be available during coffee breaks, lunch and the networking receptions. Exhibitors will be provided with access to power, access to wifi, a 6 foot table and two chairs.

What you will receive:

- Company logo displayed on the Gussow conference website
- Company logo displayed on the program book sponsor page
- Company logo on main conference signage
- One (1) complimentary registration to attend the full conference



## PROGRAM BOOK ADVERTISING HALF PAGE-\$400 | FULL PAGE-\$750

- Half-page dimensions: horizontal orientation only, 8.5" w x 5.5" h, add 0.5" bleed, .pdf or .png format
- Full-page dimensions: 8.5" x 11", add 0.5" bleed, .pdf or .png format

## CONTACT US TODAY



Contact:  
Kristy Casebeer



Email:  
[kristy.casebeer@cegageos.ca](mailto:kristy.casebeer@cegageos.ca)



Phone Number:  
403-513-1234